



GatecrasherAdvertising

RADIO COPY

Client: Curtin Business School
Job No: CBS DEM 17160
Details: 2006 UG Radio Campaign – 1x45sec
Date: 15 March 2007

“this song goes out to...”

The ad is a song performed by a stereotypical RnB singer with full musical backing.

Lead: [spoken intro]
This song goes out to the 16 – 23 yr old demographic...
Females and males...
But mainly females.

[sung]
Cos’ a lot of market research
Has gone on behind the scenes
And I’m sticking to this melody
As it appeals to female teens

We’ll be supporting the song with a video...
of me swimming in my jeans

And with current competitive conditions
I’ll be entering the charts...
at number three.

**Back-up
Girls:** *It’s on sale now.*

VO: **Marketing plays a big part in the music industry, and it’s just one area of study at Curtin Business School. Think Business. Think Curtin.**